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1 September 1987

MEMORANDUM FOR: Chief, Management Group, OIT

FROM: 25X1

Chief, Management Division, MG/OIT

SUBJECT: Mission and Functions:
                  Business Communications Branch

1. As you are aware, we plan to establish a new branch within Management Division: the Business Communications Branch. We have already selected several very capable individuals to fill positions in the branch. With D/OIT approval, we will issue an OIT Notice and proceed to bring the people onboard and commence work.

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2. To be sure we are on target, I'd like to review the overall mission and functions of the new branch. These are:

<u>Mission of the Business Communications Branch (BCB)</u>

The branch mission is to improve the effectiveness, coherence, consistency, clarity and timeliness of all OIT business communications. It will provide business communications services in support of the OIT Front Office and components. Business communications involves communications to OIT customers, OIT staffers and contractors, and senior Agency management. Communications is a two-way process and also includes communications between customers and OIT, and between OIT employees and their management. It covers a plethora of media, including briefings and presentations, publications, videos, computer displays, conferences, meetings and exhibits. For outward communication, text, graphics, and pictoral information (still and video) are used to cogently and clearly present and describe office policy, plans, budgets and programs, as well as services, technical directions, standards, and procedures. The feedback process involves developing and implementing customer surveys and evaluations of OIT services as well as employee surveys on policies, procedures and morale. The branch will also provide technical library services for all of OIT.

<u>Functions of the Business Communications Branch</u>

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Front Office Support

   ---Develop general Front Office briefings

   ---Prepare high-quality vu-graphs in support of Front Office briefings

   ---Prepare Front Office publications (text and graphics) targeted at OIT senior management, customers, and staffers. Examples are the OIT Annual Report, OIT Standards, messages and notices from the director, etc.

   ---Prepare speeches and shorter oral comments in support of Front Office personnel (e.g., conferences, award and promotion ceremonies, management meetings, outside groups, etc.)

   ---Produce Front Office videos to maximize communication with OIT employees and customers outside the Headquarters area.

   ---Organize and orchestrate general office conferences and symposia.

   ---In conjunction with Policy and Plans Branch, Management Division, develop and implement surveys of OIT customers and other techniques of directly assessing customer satisfaction (online, hardcopy, meetings, conferences, etc.)

   ---In conjunction with the Human Resources Program, develop and implement mechanisms for directly assessing employee satisfaction , morale and opinions on topics including office direction, policies and procedures (including online and hardcopy surveys, meetings, conferences, etc.)

Component Support

   ---Prepare high-quality vu-graphs in support of **major** group and project presentations.

   ---Assist in the preparation of **major** group and project level presentations and briefings.

   ---Publish an OIT Newsletter, general information on OIT services, and OIT Tech Notes.

   ---Review component business communication efforts; provide consulting and support as required.

   ---Design and publish official OIT posters, brochures, notices.

   ---Prepare, publish and edit OIT technical documentation.

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---Prepare and publish OIT training material

---In conjunction with the Human Resources program, develop and orchestrate an office orientation program for new employees.

---Prepare recruitment literature and material in support of the Human Resources Program.

General Support

---Develop and keep current OIT's business communications philosophy and plan.

---Develop standards and guidelines for OIT publications, vu-graphs and video presentations.

---Act as a OIT center of expertise on graphical design and publishing (traditional and desktop).

---Operate the OIT Technical Library

---Acquire and distribute Agencywide vendor technical publications

---Maintain a library of OIT vu-graphs and presentations

---Operate and maintain OIT video equipment.

---Design logos, medallions, awards and special objects and exhibits in support of OIT activities.

---In conjunction with Customer Assistance Division and Training Branch (now of the Human Resource program) provide training and consulting on the use of computer-based graphics systems (e.g., PC, DICOMED, mainframe) and desktop publishing systems. 25X1

---With the support of Customer Assistance Division (Special Projects Branch) investigate the utility of new computer-based graphics and desktop publishing tools.

---Continue to investigate new communications techniques, tools and procedures

---Develop, implement and maintain methods of communicating with all OIT employee; e.g., global AIM aliases; mailing list programs, etc.

3. As you can see this is quite a full plate. The branch encompasses the new business communications functions envisioned by D/OIT, as well as the Information portion of the current Training and Information Branch. We plan on doing all the above with a chief; one analyst; two graphics designers (needed for both workload and backup); and a COTR and seven (7) contractors 25X1

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(both the COTR and contractors are from⬚ The chief, analyst and the second graphics designer are new personnel and positions. The other graphics designer and COTR (and contractors) are on board (though slotted through some bureaucratic mystery in⬚ ⬚

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4. I think we have the wherewithal for an exciting addition to OIT. All personnel have been identified and are enthusiastic about the above plans. We would like to begin the program as soon as possible and I am awaiting D/OIT approval and your go-ahead.

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cc: D/OIT
    DD/OIT
    C/HRP

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